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# Creating Content – At Scale

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The leading industry event by digital marketers for digital ma



# About Best Western

- Over 4,000 hotels and resorts globally
- Over 2,000 properties in North America
- All hotels are independently owned and operated



EXECUTIVE  
RESIDENCY



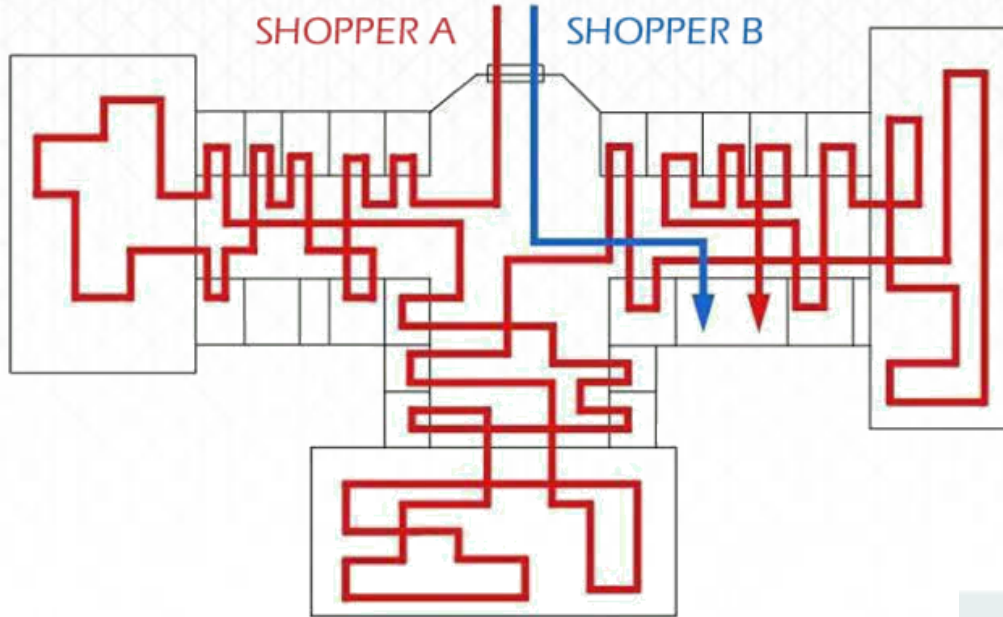
BW Premier  
COLLECTION<sup>SM</sup>

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# A Problem to Solve



- Browsers vs. Buyers
- A Story to Tell



A FILM BY STANLEY KUBRICK



# *THE* **SHiNiNG**





Book Now!



GREAT NORTHERN HOTEL

# Solution – Individual Property Websites

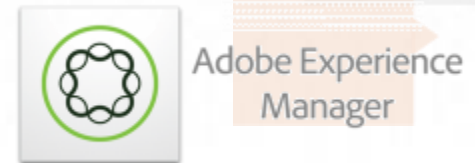
- Extensions of bestwestern.com
- Responsive design for all devices
- Expanded and enriched content
- 2,056 property sites activated over 4 months

# BrightEdge and Adobe and Best Western

The screenshot displays the Best Western Plus Sundial website with a BrightEdge SEO Checklist overlay. The website header includes the Best Western Plus logo, navigation links (HOME, ROOMS, MAPS & DIRECTIONS), and a search bar. The main content area features a 'LATEST NEWS' section with a photo of the hotel entrance and a 'What's Happening Near Us' section with text about local events. The BrightEdge SEO Checklist is a 9/10 score, indicating the page is well-optimized for SEO. It lists 10 items, each with a progress bar and a 'Tell Me More' link.

Item	Progress	Link
Do I have a page title?	100%	<a href="#">Tell Me More</a>
Is my page title length appropriate?	100%	<a href="#">Tell Me More</a>
Do I have a meta description tag for this page?	100%	<a href="#">Tell Me More</a>
Do I have a page heading - H1 tag for this page?	100%	<a href="#">Tell Me More</a>
Do I have 1 or fewer H1 Tags used on this page?	100%	<a href="#">Tell Me More</a>
Do I have a sub heading - H2 tag for this page?	100%	<a href="#">Tell Me More</a>
Do all my image tags have alt tags?	0%	<a href="#">Tell Me More</a>
Is my text to code ratio appropriate?	100%	<a href="#">Tell Me More</a>
Is my page size no more than 500 KB?	100%	<a href="#">Tell Me More</a>
Do I use at least 500 word(s) in the page body?	100%	<a href="#">Tell Me More</a>

Refresh Checklist for this URL last updated Feb 22, 2013 12:11:13 Powered by BRIGHTEDGE



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# Sites Designed With One Objective: \$\$\$

- Domain names
- Page titles
- Linking and navigation
- Image captions
- Consumer-centric amenities
- Reinforcing links to bw.com
- Social links



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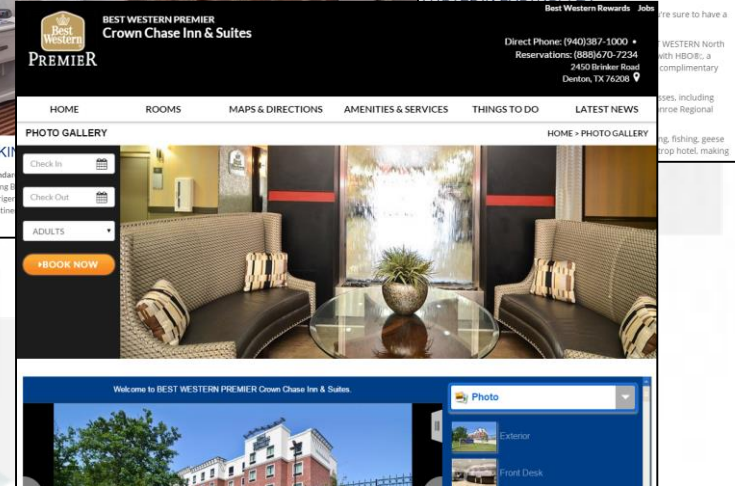
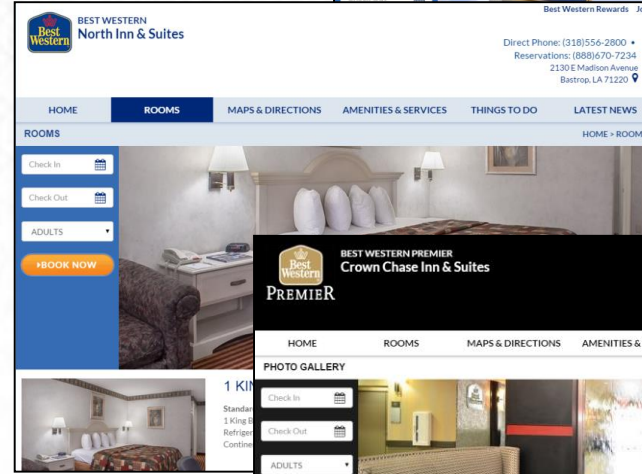
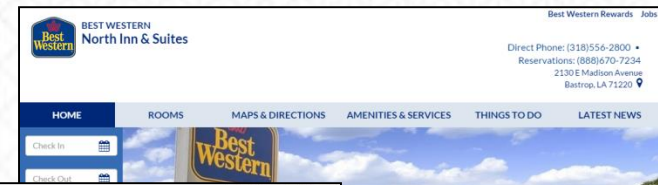
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# Results

- Over \$400k gross revenue
- No paid marketing or promotion
- Increases in page rank and share of voice



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# Lessons Learned



- One path does not suit all
- Freedom within a framework
- Observe, test, repeat

# Practical Takeaways

- Quantity of content takes second string to quality of content
- Align content with what the user wants/needs
- Leave no stone unturned